

# WFLA - Tampa

## Issue Inquiry Form

To: Station Political File  
cc: Station Political Specialist

Date: 10/17/2012

Account Executive: Matt Oestreich Office: WFLA  
Name of Issue: Defend Justice from Politics  
City, Station Municipality: Tampa, Florida

Inquiry Made By: Heather Ashworth

Agency / Organization: Fat Free Media

Address: 522 S. Hunt Club Blvd. #341  
Apopka, FL 32703

Telephone: 407-786-8669

Fax: 407-786-8668

Issue Advertiser: Defend Justice from Politics

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Committee Members...

Board Member: Elizabeth Hernandez

Other: Stanley Tate

Commercial Length: :30

Other: Rosalyn Sia Baker-Barns

Programs / Dayparts Requested: All

Station Offer: Same

Station Political Disclosure Statement: YES

Submitted to: Heather Ashworth

Date: 10/17/12

Stations Requested: \_\_\_\_\_

11/2/12 #CG

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# Morgan - Defend Justice Buy Order

JM112102502

10/18/12

Revision #: Date: 10/19/2012

Client: Morgan & Morgan  
Media: TV  
Product: Legal  
Market: Tampa-St. Petersburg  
Primary Demo: Adults 35+  
Separation between spots: 20

Estimate: 960  
Description: Defend Justice In-Kind  
Flight Start Date: 10/29/2012 05:00 AM  
Flight End Date: 11/4/2012 04:59 AM  
Survey: Sep12 DMA Nielsen Live+SD

Vendor: WFLA-TV  
200 South Parker Street  
Tampa, FL 33606  
Contact: Jenny Mahke  
E-Mail: jmahike@wfla.com  
Phone: 813-228-8888  
Fax: 813-275-8876

Send Billing To: Fat Free Media  
380 S. State Road 434  
Suite 1004-313  
Altamonte Springs, FL 32714  
Phone: 407-786-8669  
Fax: 407-786-8668

Affiliation: NBC

Estimate Comments: This must be written under a separate estimate but will be billed to Morgan & Morgan via Fat Free Media, Inc. This contract is for issue advertising and all follows any/all guidelines for political advertising.

Daypart Program	STN Gross	Dur	Wks 10/29	Total Spots
WFLA-TV				
✓MTuWThF 10:00a-10:30a NWSCH8 AT 10AM<	\$275.00	30	3	3
✓Sa 12:00p-1:00p SAT NOON NEWS	\$325.00	30	1	1
✓Sa 9:00a-10:00a NWSCH8 SAT-AM	\$600.00	30	1	1
✓Su 12:00p-1:00p SUN NOON NEWS	\$325.00	30	1	1
✓Su 9:00a-10:00a NWSCH8 SUN-AM	\$600.00	30	1	1
✓Su 6:00p-6:30p NEWSCH8-6 SUN	\$1,600.00	30	1	1
✓MTuWThF 9:00a-10:00a TODAY SHW2-NBC<	\$1,050.00	30	2	2
✓Su 8:00a-9:00a SUN TODAY-NBC	\$1,100.00	30	1	1
Sa 6:00p-6:30p NEWS	\$1,500.00	30	1	1
✓Sa 7:00a-9:00a THE TODAY SHOW	\$1,000.00	30	2	2

① n/a - pyching



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380 S. State Road 434  
Suite 1004-313  
Altamonte Springs, FL 32714  
Phone: 407-786-8669  
Fax: 407-786-8668

Tampa, FL 33606  
Contact: Jenny Mahlike  
E-Mail: jmahlike@wfla.com  
Phone: 813-228-8888  
Fax: 813-275-8876

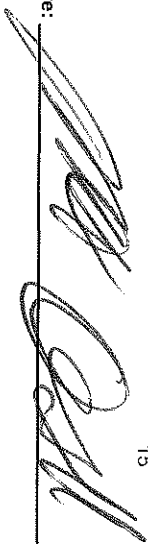
Affiliation: NBC

Estimate Comments: This must be written under a separate estimate but will be billed to Morgan & Morgan via Fat Free Media, Inc. This contract is for issue advertising and all follows any/all guidelines for political advertising.

Daypart Program	STN Gross	Wks Dur	Total Spots
WFLA-TV			
MTWThF 5:30p-6:00p	\$1,700.00	30 1	1
NWSCH8 @5:30P<			
Total Cost:	\$12,675.00	Total Spots: 15	15

Disclaimer:

Signature:

 10-27-12

Fat Free Media  
522 S. Hunt Club Blvd  
#341  
Apopla FL 32703

Defend Justice From Politics/ Issue  
Submission Number 144 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Defend Justice From Politics/ Issue	Submission Cost:	11175	Campaign Ref:	JM112102502
Buyer:		Client/Product/Estimate:	././960	Sales Rep:	WFLA Political
Schedule Dates:	10/29/12 to 11/04/12	Weeks:	1	Order Ref:	
Est./PO Number:		Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Defend Justice From Politics/ Issue	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	Total	Cost
1	M-F 10a News MTWTF..	02	275	30 Comme	Nbr of Spots	3	825
2	Sat 12p News .....S.	01	325	30 Comme	Nbr of Spots	1	325
3	Sat 9a News .....S.	01	600	30 Comme	Nbr of Spots	1	600
4	Sun 12p News .....S	02	325	30 Comme	Nbr of Spots	1	325
5	Sun 9a News .....S	01	600	30 Comme	Nbr of Spots	1	600
6	Sun 6p News .....S	01	1600	30 Comme	Nbr of Spots	1	1600
7	M-F 9a Today Show II MTWTF..	01	1050	30 Comme	Nbr of Spots	2	2100
8	Sun 8a Today Show .....S	01	1100	30 Comme	Nbr of Spots	1	1100
Weekly Totals: Total Spots(Ord Spots)					14	14	

**Fat Free Media**  
 522 S. Hunt Club Blvd  
 #341  
 Apopla FL 32703

**Defend Justice From Politics/ Issue**  
 Submission Number 144 Issue 1



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

<b>Client:</b>	Defend Justice From Politics/ Issue	<b>Submission Cost:</b>	11175	<b>Campaign Ref:</b>	JM112102502
<b>Buyer:</b>	..	<b>Client/Product/Estimate:</b>	././960	<b>Sales Rep:</b>	WFLA Political
<b>Schedule Dates:</b>	10/29/12 to 11/04/12	<b>Weeks:</b>	1	<b>Order Ref:</b>	
<b>Est./PO Number:</b>		<b>Contract type:</b>	Political	<b>Business Type:</b>	POLITICAL
<b>Associated Copies:</b>	No			<b>Business Category:</b>	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	Total	Cost
9	Sat 7a Today Show .....S.	01	1000	30 Comme	Nbr of Spots	2	2000
10	M-F 530p News MTWTF..	01	1700	30 Comme	Nbr of Spots	1	1700
<b>Weekly Totals:</b> Total Spots(Ord Spots)					14	14	

Grand Totals

Month 11 Weeks: 4		10/29	
<b>Totals</b>	Spots	14	14
	Cost	11175	11175

**Grand Totals:**

**Spots:** 14  
**Gross Total:** 11,175.00  
**Commission:** 1,676.25  
**Net Total:** 9,498.75

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <span style="font-size: 1.2em; margin-left: 20px;">WFLA Tampa</span>	<b>Date:</b> <span style="font-size: 1.2em; margin-left: 10px;">10/22/12</span>
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I, Jenifer Weldon  
do hereby request station time concerning the following issue:

Morgan + Morgan in Support of  
Defend justice from politics

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	10/29-11/5				
	See attached schedule				

**Total Charges:** \$12,675

This broadcast time will be used by: Morgan + Morgan in Support of Defend Justice from Politics

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☐ Yes
 ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

N/A

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Morgan - Morgan

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☒ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least 48 hours before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

10/22/12 Date [Signature] Signature 407-786-8669 Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted ☐ Accepted in Part ☐ Rejected

\_\_\_\_\_  
Signature Printed Name Title



# WFLA-TV

## A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 228-8888  
Fax (813) 221-5787

### INVOICE / AFFIDAVIT

21510  
Fat Free Media  
522 S. Hunt Club Blvd  
#341  
APOPLA FL 32703

\*\*\*\*\*

REP: WFLA ( Local ) Misc  
SLSP: WFLA Political  
ADV: Defend Justice From Politics  
PROD: Defend Justice From Politics

2012 MGBG\_A16 WFLA I SS 0457  
INVOICE DATE 11/25/12 JML12102502  
ORDER TYPE Political WFLA  
INVOICE NUMBER 0100033438  
PAGE 1  
BROADCAST MONTH 10/29/2012 - 11/2  
SCHEDULE DATES 10/29/12-11/04/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS

REF#: . / . /960

Desc: Campaign Option Number 1, Booking1

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 10a News	275.00	1 3	10/30	TU	10:11A	30	TV106X12212H	275.00
			10/31	WE	10:17A	30	TV106X12212H	275.00
			11/02	FR	10:13A	30	TV106X12212H	275.00
Sat 12p News	325.00	2 1	11/03	SA	12:43P	30	TV106X12212H	325.00
Sat 9a News	600.00	3 1	11/03	SA	09:28A	30	TV106X12212H	600.00
Sun 12p News	325.00	4 1	11/04	SU	12:50P	30	TV106X12212H	325.00
Sun 9a News	600.00	5 1	11/04	SU	09:59A	30	TV106X12212H	600.00
Sun 6p News	1600.00	6 1	11/04	SU	06:16P	30	TV106X12212H	1600.00
M-F 9a Today Show II	1050.00	7 2	10/31	WE	09:29A	30	TV106X12212H	1050.00
			11/02	FR	09:50A	30	TV106X12212H	1050.00
Sun 8a Today Show	1100.00	8 1	11/04	SU	08:59A	30	TV106X12212H	1100.00
Sat 7a Today Show	1000.00	9 2	11/03	SA	08:21A	30	TV106X12212H	1000.00
			11/03	SA	08:56A	30	TV106X12212H	1000.00
M-F 530p News	1700.00	10 1	11/01	TH	05:57P	30	TV106X12212H	1700.00
Sat 7a Today Show	1175.00	11 1	11/03	SA	07:24A	30	TV106X12212H	1175.00
Sat 12p News	325.00	12 1	11/03	SA	12:09P	30	TV106X12212H	325.00

Continued

PERIOD COST	12,675.00	16 Total Units	ACTUAL GROSS BILLING	12,675.00	SUB-TOTALS	Debits	.00
			AGENCY COMMISSION	1,901.25	TOTAL RECONCILING	Credits	.00
			NET DUE	10,773.75			.00

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601



ADVERTISER Defend Justice From Politics  
PRODUCT Defend Justice From Politics

INVOICE NUMBER 0100033438  
BROADCAST MONTH 10/29/2012 - 11/2

AMOUNT DUE  
10,773.75

REMIT TO:

\*00457

000021510  
Fat Free Media  
522 S. Hunt Club Blvd  
#341  
APOPLA FL 32703

WFLA-TV  
REMITTANCE PROCESSING CENTER  
P.O. BOX 26425  
RICHMOND VA 23260-6425





# WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 228-8888  
Fax (813) 221-5787

## INVOICE / AFFIDAVIT

2012 MGBG\_A16 WFLA I SS 0457

INVOICE DATE 11/25/12 JM112102502

ORDER TYPE Political WFLA

21510  
Fat Free Media  
522 S. Hunt Club Blvd  
#341  
APOPLA FL 32703

REP: WFLA ( Local ) Misc  
SLSP: WFLA Political  
ADV: Defend Justice From Politics  
PROD: Defend Justice From Politics

INVOICE NUMBER 0100033438  
PAGE BROADCAST MONTH 2 10/29/2012 - 11/2

SCHEDULE DATES  
10/29/12-11/04/12

Standard Broadcast Month

REF#: . / . /960

Desc: Campaign Option Number 1, Booking1

TERMS: NET 30 DAYS.

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH	M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT

Total Airtime Gross Spot Revenue: 12,675.00

DUPLICATE

PERIOD COST 12,675.00

16 Total Units  
ACTUAL GROSS BILLING 12,675.00  
AGENCY COMMISSION 1,901.25  
NET DUE 10,773.75

Debits .00  
SUB-TOTALS Credits .00  
TOTAL RECONCILING .00

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